AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) An apparatus for appending an advertisement to a music card, comprising:

a storage device that stores a plurality of image data, a plurality of music data, and a plurality of advertisement data, respectively for creating the music card;

a receiver that receives a request from a card sender via a network;

a card creating device that creates, in accordance with the request, the music card by selecting an image data and a music data from the plurality of image data and the plurality of music data stored in said storage device, said card creating device having interface accessible by an advertiser and operable to allow the advertiser to designate music data, image data, or both with which advertisement data may be is selectively added;

an advertisement appending device that appends at least one advertisement data among the plurality of advertisement data stored in said storage device to the music card, if either the selected image data or music data is fee-charged; and

a transmitter that transmits the music card free of charge by appending appended the advertisement data to a card and transmitting said card to a card receiver via the network [.].

the advertisement appending device being operative to selectively:

(a) list up advertisers corresponding to image data or music data;

(b) list up advertisers corresponding to keyword data;

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(c) list up advertisers that have not registered particular contents;

(d) attach a default advertisement image when there is no advertiser associated with the card;

(e) select an advertisement image based on selection by card sender.

2.	(Previously Presented) An apparatus for appending an advertisement to a music card according to claim 1, wherein said receiver receives an advertisement data transmitted from an advertiser, and the advertisement data stored in said storage device are advertisement data either transmitted from said advertiser or supplied as default advertising data in the event the advertiser has not designated advertising data,

further comprising an advertiser charging device that charges an advertisement fee to said advertiser if said advertisement appending device appends said advertisement data transmitted from said advertiser.

3.	(Original) An apparatus for appending an advertisement to a music card according to claim 1, wherein the music data is a MIDI data.

4.	(Original) An apparatus for appending an advertisement to a music card according to claim 1, wherein the network is the Internet.

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5.　　(Original) An apparatus for appending an advertisement to a music card according to claim 1, further comprising a notice mail transmitter that transmits a notice mail to the card receiver, the notice mail notifying that the music card was created and saying a method of displaying the music card.

6.　　(Original) An apparatus for appending an advertisement to a music card according to claim 5, wherein the notice mail is an Internet mail and the method of displaying the music card includes a URL of the Internet.

7.　　(Currently Amended) An apparatus for appending an advertisement to a music card, comprising:

storage means for storing a plurality of image data, a plurality of music data, and a plurality of advertisement data, respectively for creating the music card;

receiving means for receiving a request from a card sender via a network;

card creating means for creating, in accordance with the request, the music card by selecting an image data and a music data from the plurality of image data and the plurality of music data stored in said storage means, said card creating means having interface accessible by an advertiser and operable to allow the advertiser to designate music data, image data, or both with which advertisement data may be is selectively added;

advertisement appending means for appending at least one advertisement data among the plurality of advertisement data stored in said storage means to the music card, if either the selected image data or music data is fee-charged; and

transmitting means for transmitting the music card free of charge by appending the

advertisement data to a card and transmitting said card to a card receiver via the network[.]

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the advertisement appending means being operative to selectively:

(a) list up advertisers corresponding to image data or music data;

(b) list up advertisers corresponding to keyword data;

(c) list up advertisers that have not registered particular contents;

(d) attach a default advertisement image when there is no advertiser associated

with the card;

(e) select an advertisement image based on selection by card sender.

8.   (Currently Amended) A method for appending an advertisement to a music

card by a network server having storage means for storing a plurality of image data, a

plurality of music data, and a plurality of advertisement data, respectively for creating the

music card, the method comprising the steps of;

(a) receiving a request from a card sender via a network;

(b) creating, in accordance with the request, the music card by selecting an image

data and a music data from the plurality of image data and the plurality of music data

stored in said storage means, at least one of the plurality of music data and the plurality of

image data being designated by an advertiser;

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(c) appending at least one advertisement data among the plurality of advertisement data stored in said storage means to the music card, if either the selected image data or music data is fee-charged; and

(d) transmitting the music card free of charge by appending the advertisement data to a card and transmitting said card to a card receiver via the network[.]

wherein said appending step includes selectively:

(a) listing up advertisers corresponding to image data or music data;

(b) listing up advertisers corresponding to keyword data;

(c) listing up advertisers that have not registered particular contents;

(d) attaching a default advertisement image when there is no advertiser associated with the card;

(e) selecting an advertisement image based on selection by card sender.

9.   (Currently Amended) A storage medium storing a program, which a computer executes to realize a process for appending an advertisement to a music card by a network server having storage means for storing a plurality of image data, a plurality of music data, and a plurality of advertisement data, respectively for creating the music card, the process comprising the instructions of;

(a) receiving a request from a card sender via a network;

(b) creating, in accordance with the request, the music card by selecting an image data and a music data from the plurality of image data and the plurality of music data

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stored in said storage means at least one of the plurality of music data and the plurality of image data being designated by an advertiser;

(c) appending at least one advertisement data among the plurality of advertisement data stored in said storage means to the music card, if either the selected image data or music data is fee-charged; and

(d) transmitting the music card free of charge by appending the advertisement data to a card and transmitting said card to a card receiver via the network[.] ‚

wherein said appending step includes selectively:

(a) listing up advertisers corresponding to image data or music data;

(b) listing up advertisers corresponding to keyword data;

(c) listing up advertisers that have not registered particular contents;

(d) attaching a default advertisement image when there is no advertiser associated with the card;

(e) selecting an advertisement image based on selection by card sender.

10. (New) The apparatus of claim 1 wherein the advertisement appending device is operative to execute selected ones the recited operations (a) through (e) in the order described, such the features recited in (a) and (b) take precedence over the features recited in (c) and (d) and the features recited in (c) and (d) take precedence over the features recited in (e).

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11.   (New) The apparatus of claim 7 wherein the advertisement appending means is operative to execute selected ones of the recited operations (a) through (e) in the order described, such the features recited in (a) and (b) take precedence over the features recited in (c) and (d) and the features recited in (c) and (d) take precedence over the features recited in (e).

12.   (New) The apparatus of claim 8 wherein the advertisement appending step performs selected ones of the recited operations (a) through (e) in the order described, such that the steps recited in (a) and (b) take precedence over the steps recited in (c) and (d) and the steps recited in (c) and (d) take precedence over the steps recited in (e).

13.   (New) The apparatus of claim 9 wherein the advertisement appending step performs selected ones of the recited operations (a) through (e) in the order described, such that the steps recited in (a) and (b) take precedence over the steps recited in (c) and (d) and the steps recited in (c) and (d) take precedence over the steps recited in (e).

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